

Help improve the National Zoo's Website!



Project Title	Help improve the National Zoo's Website!
Project Summary	Help the Smithsonian's National Zoo and Conservation Biology Institute evaluate and improve the user experience of their new website.
Country	United States
Agency	Agency for International Development
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

Project Description

The National Zoo launched its new website in Aug. 2016 and wants to better understand how users are accessing information throughout the site.

- Are there pain points where users can't find the information they're looking for?
- What pages and information do they find most helpful/relevant? Is the path to finding that information intuitive and accessible?
- What information does someone planning a visit to the Zoo look for on the website, and where do they go to find it?

As a UX Research Intern, you will conduct user testing on the Zoo's website to help define what is working and what can be improved to enhance the user experience.

You will design, run and analyze user data. Then, create reports about your findings, and develop recommendations for enhancing the website's user experience.

Desired Skills Interests

Additional Information

None

Language Requirements

None